

Terms of Reference for the Consultative Monitoring Group on Social Marketing in the Caribbean

1. Background and Program Description

HIV prevalence in the Caribbean is the highest in the world after sub-Saharan Africa. The magnitude and duration of the epidemic call for reaffirmation of commitment to concerted efforts. Approaches to combat the epidemic include targeted AIDS prevention campaigns that propagate fidelity among couples or abstinence, as well as the use of condoms as effective prevention measures. The institutional and financial prerequisites for campaigns of this sort are not yet sufficiently established in the countries of the region. Existing studies show that adequate preventive behavior is still not being executed by large parts of the population, and particularly by the groups at risk. In addition, there are still considerable barriers to the access to condoms and other health products, particularly for adolescents motivated to practice prevention. Considering the great need and the still existing window of opportunity, both the Canadian International Development Association (CIDA) and the German Financial Cooperation (FC) via the German Development Bank (KfW) have decided to support regionally oriented Social Marketing (SM) Programs in the Caribbean, as well as the Global Fund against Malaria, Tuberculosis and AIDS. The idea is to create a regional social marketing program covering the whole Caribbean financed by different donors and within this framework to harmonize the respective monitoring mechanisms.

The overall objective of the regional program of German FC and CIDA is to contribute to reducing the HIV infection rate and the transmission of other sexually transmitted diseases in the selected countries of the Caribbean. Sustaining positive changes in people's behavior in the form of abstinence, faithfulness or the use of affordable condoms are to contain the spread of the AIDS epidemic which has grown increasingly in the last years.

The implementation of the social marketing activities shall be undertaken by qualified Social Marketing Organization(s) (SMOs), which will be selected based on competitive bidding processes (in the case of German FC). The recipient of the German regional social marketing funds is the Caribbean Community (CARICOM). CARICOM will commission the implementation of the FC-Program to a Regional Consultant, who will select the above mentioned SMOs in the respective countries based on competitive bidding processes. The regional Social Marketing Program is embedded in the "Pan-Caribbean Partnership against HIV/AIDS" (PANCAP), a unique regional initiative headed by CARICOM. The program shall contribute to improve the regional prevention strategy with an innovative regional approach.

The Caribbean Social Marketing Program is co-funded by various international donors, with regional funds (like CIDA, KfW and GFATM/PANCAP) as well as bilateral funds (e.g. USAID). During the annual PANCAP-Meeting in November 2003 CARICOM, CIDA, KfW and the GFATM have agreed on a the whole Caribbean covering Social Marketing Program under the following financing distribution: CIDA financing the Eastern Caribbean, KfW financing Haiti, Dominican Republic, Guyana and Cuba and subsidiary the GFATM/PANCAP-funds would be used to finance the remaining countries.

2. Coordinating and Monitoring Mechanisms

PANCAP and GFATM have established their own liaison and monitoring mechanisms; the planned monitoring mechanism of the CIDA and German FC funded social marketing programs will take these mechanisms as well as the respective national and regional coordinating mechanisms into account. In order to ascertain coordinated, effective and efficient implementation of the national and regional programs, the following regional mechanisms for consultation and monitoring are envisaged:

1. Establishment of a regional Consultative Monitoring Group (CMG) for assuring effective monitoring, co-ordination and liaison. This group is to include all relevant stakeholders and will meet annually in occasion of the annual PANCAP-Meeting to review and comment progress to date as well as operational plans for the next year. The CMG shall also serve as a platform for donor harmonization and strategic orientation of overall Social Marketing activities in the region.
2. Additionally, the above mentioned Regional Consultant commissioned by CARICOM (and financed by FC and probably CIDA) will install a regional monitoring mechanism in order to ensure program implementation in harmony with regional and national strategies, to facilitate co-ordination within the Consultative Monitoring Group, to assure transparent, effective and efficient program implementation and reporting in line with the rules and regulations of the FC and the other participating donors as well as the optimal transfer of know how between the different social marketing programs.

Regarding the work of the CMG, it is suggested that this group should benefit from the work undertaken in the framework of the sub-committee on prevention established by the PANCAP Regional Co-ordination Mechanism. The CMG is to be one working group under the sub-committee on prevention in charge of the Caribbean Social Marketing Program. Ideally, the CMG would not only cover the regional programs of the German Financial Co-operation and CIDA, but also of GFATM and the other donors financing social marketing in the different countries. The vision of the CMG is to have a pan-Caribbean social marketing program with one monitoring and evaluation mechanism.

Furthermore, CARICOM, KfW, CIDA and PANCAP/GFATM have agreed to harmonize as much as possible report requirements (for the SMOs) and indicators for program monitoring, allowing effective and efficient work of the CMG. In a study financed by KfW in May 2004 a proposal with respect to the indicators has been developed, which serves as an input for further discussions previous to be agreed in the first meeting of the CMG (see "Up-date Study on Social Marketing in the Caribbean", by Dr. Andreas Lenel, July 2004).

3. Tasks of the Consultative Monitoring Group

The Terms of Reference of the CMG presented below are to be commented and approved by the members of the CMG.

The CMG would be responsible for the following tasks:

- Review of regular reports of the Regional Consultant (aggregating the reports of the national social marketing programs) and evaluation of the progress achieved in the respective programs (on the basis of the mutually agreed indicators).
- Evaluate in how far implementation of the programs is in harmony with regional and national policies.
- Discussion of risks and further strategies and formulation of recommendations for the improvement of the national social marketing activities on the basis of the identified needs of the region and of the positive experiences gathered in program implementation.
- Review of the annual operational plans of the SMOs active in the national programs and elaboration of comments on these annual operational plans.
- Review of evaluation studies on results of national and regional programs undertaken by independent consultants and discussion of their recommendations.
- Exchange of know how regarding best practices within the region and with other regions.

The CMG can decide to focus more on selected thematic issues (of the above mentioned) depending on the situation of program implementation and sector developments, as required.

Because in 2004 the regional social marketing programs from FC, CIDA and GFATM will not be running yet, it is suggested that the first meeting of the CMG will focus on the issue of donor harmonization in social marketing with respect to indicators and reporting. The composition of the CMG may vary depending on the thematic focus of the respective meeting.

4. Composition of the CMG

The CMG will be composed of the following members: CARICOM, the national AIDS-Programs (at least one representative of each of the 4 countries receiving German funds), UNAIDS, the regional family planning association, independent expert(s) (e.g. University of West Indies), CAREC, PAHO, UNFPA, interest groups/community networks (like CRN+ or others?), CIDA, USAID, DFID, GTZ, KfW (and Regional Consultant), WB? (in case of financing social marketing), others? (*composition still to be discussed*). This interdisciplinary structure is to be technically chaired by UNAIDS assuring with that the required complementation of, on the one hand, national and regional actors, and on the other, of bi- and multilateral instruments in order to achieve maximum synergies for an effective prevention of HIV/AIDS. The assistance of UNAIDS has been agreed in a partnership agreement between KfW and UNAIDS.

5. Organization of Meetings, Financing and Reports

The CMG will meet at least annually and in occasion of the annual PANCAP-meeting (or another regional meeting). The group may propose additional sessions, as required. Participation is voluntary and is to be self-financed by the members. Only logistical costs like conference room, lunch and materials could in future be covered by the German FC-funds (once Program implementation has begun). The Regional Consultant financed out of the German funds will be in charge of preparing, organizing and follow-up the meetings in close consultation with UNAIDS and CARICOM. The members will be regularly informed by the Regional Consultant on important developments of the regional and national programs.

At the end of the agreed term of the Social Marketing Program, the CMG will critically review the achievements including its own functioning to assess value added and to draw recommendations from the experience.